WBZ outlets plan political-social project

COMBINED PROGRAMMING-AUDIENCE ACTION TO BE USED

In a major departure from traditional concepts of local public affairs programming, WBZ-AM-FM-TV Boston announced last week it will devote portions of its program time in the next 12 months to a combined utilization of broadcast media and "audience action" to stimulate political and social action in Massachusetts.

Going beyond its own programming —an ambitious project titled *Focal Point—Government 1963*—WBZ will give viewers an opportunity to follow through on the impetus it hopes its radio and television broadcasts may impart by participation in civic projects.

Plans to launch *Focal Point* in 6½ hours of evening television and radio time, featuring a dozen political, academic and business leaders Nov. 25-28, were revealed at a news luncheon in Boston Wednesday (Nov. 14).

"It is a Herculean task that entails changes in the constitution, the general laws, the political parties and the public's thinking," said W. C. Swartley, area vice president, Westinghouse Broadcasting Co., owner of the WBZ stations.

"Our first job, of course, is simply to get people to see the basic problems involved," Mr. Swartley said.

What's Planned ▪ Mr. Swartley outlined three areas for separate 90-minute discussions which will be moderated by Erwin D. Canham, editor of the *Christian Science Monitor,* and broadcast live on three succeeding nights from New England Life Hall starting Nov. 26. Separate one hour radio and television documentaries will be broadcast Nov. 25 to explain overall plans for *Focal Point.*

The three forums, as explained by Mr. Swartley, include:

- Morality—to deal with the relationship between the so-called common morality and morality in government.
- Modernization—to explore the constitutional and statutory changes needed to revitalize government.
- Manpower—to seek ways of changing citizen apathy to constructive citizen action.

Plans for citizen participation and other programs in the project were to be announced soon, Mr. Swartley said.

Among panelists who will appear in the three-day series: U.S. Attorney General Robert F. Kennedy; NAB President Leroy Collins; Clark Mollenhoff, author and columnist, *Des Moines Register and Tribune, Minneapolis Star and Tribune;* Carl J. Gilbert, chairman of the board, The Gillette Co.; Archibald MacLeish, poet-dramatist; and Earl P. Stevenson, chairman, National Committee on America's Goals and Resources and president, Greater Boston Chamber of Commerce.

MGM-TV acquires 'Holy Land'

MGM-TV New York, has acquired "Christmas in the Holy Land," a one-hour color special originally telecast by CBS-TV in 1961. The travel special, produced by Art Linkletter's production company and starring Mr. Linkletter and his family, is being made available to stations and advertisers for local telecast this Christmas.

Stations which have already licensed the special program include WNBC-TV New York, KHJ-TV Los Angeles, WBAP-TV Dallas-Ft. Worth and WFMY (TV) Greensboro, N.C., according to Richard A. Harper, MGM-TV director of syndicated and feature film sales.

125 collegiate outlets exchange tape programs

More than 125 college radio stations are participating in a taped program exchange administered by the Intercollegiate Broadcasting System, reports Robert Freedman, a director of the nationwide service.

IBS grew out of the merger in September of College Broadcasting Affiliates (66 member stations) and the old IBS (78 members), a 22-year-old collegiate program network. In addition to its program exchange, IBS provides engineering consultation, promotional services, a monthly newsletter and personnel placement in professional broadcasting. About 25 students were placed in jobs at broadcasting stations during a pilot program conducted by College Broadcasting Affiliates earlier this year.

IBS officers are President William Malone, Board Chairman Richard Cromton, and vice presidents George Abraham and David Borst. Offices are at Bethlehem, Pa.

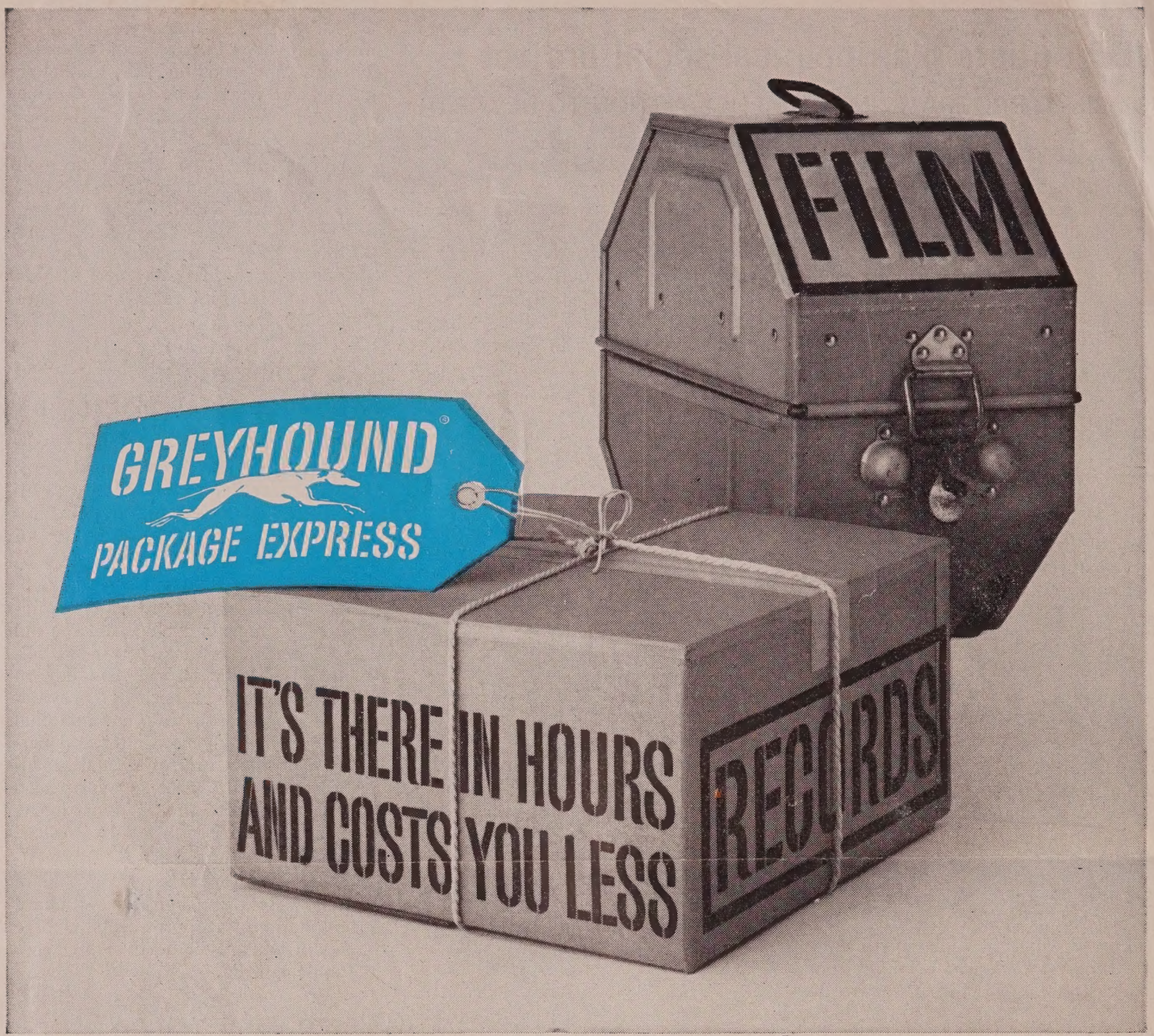
Negro variety show sponsored by Posner

Indicative of a growing interest in the ethnic market (BROADCASTING, Sept. 3), a new series of variety tv shows featuring Negro entertainers, has been sold directly to an advertiser—Posner's Distributing Co., New York, makers of cosmetics. The series was sold by Pathe News.

The new series of 13 half-hour programs was produced at the Apollo theater, a center of Negro entertainment in New York City, and is called *Posner Presents: Showtime at the Apollo.* Slated for telecast next January in prime time, the series will be placed initially in the New York area and then in 30 other markets in the South and Midwest. Two independent and one network-owned station in New York are reported to have approved and are interested in scheduling the series.

Among the entertainers featured are Duke Ellington, Count Basie, Nat King Cole, Dinah Washington, Sara Vaughn, and Lionel Hampton.

Among guests at WBZ-AM-FM-TV Boston's luncheon announcing "Focal Point—Government 1963" (see story this page) were Massachusetts Sen. Leverett Saltonstall (c) and Senator-Elect Edward M. Kennedy (second from l), who met there for the first time since the Nov. 6 elections. Others pictured: Donald H. McGannon (l), Westinghouse Broadcasting Co. president, Paul G. O'Friel (second from r), WBZ-AM-FM general manager, and W. C. Swartley (r), WBC area vice president.



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